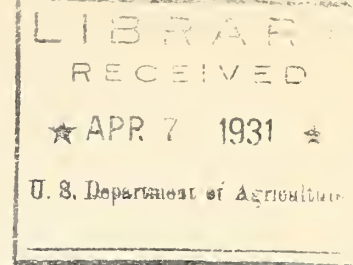
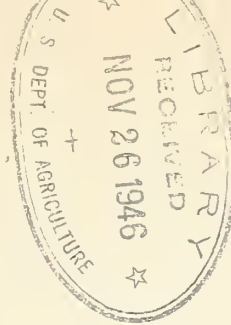


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Excerpt from a radio talk by
W.R.M. Wharton, chief, eastern district,
Food and Drug Administration, U. S.
Department of Agriculture, delivered
through KGO, New York, and associated
N.B.C. stations, March 30, 1931.



Serial No. 47

HOW TO READ THE LABEL

Bread

There have been many improvements in bread making on a large scale and definitions of bread have changed to some extent from time to time. Very recently, the Food Standards Committee proposed a new revision of bread definitions. This group is the official committee appointed by the Secretary of Agriculture to recommend definitions and standards for food products for use as guides in the enforcement of the Federal food and drugs act. The new definitions proposed for bread by the committee have not yet been officially adopted by the Secretary of Agriculture, but these definitions will probably be adopted essentially as proposed and, therefore, I shall tell you what these latest definitions are.

BREAD OR WHITE BREAD: is described as loaves or smaller units, baked from a properly prepared mixture of flour, water, fat or oil, sugar, or other fermentable carbohydrate substance, salt, and yeast; with or without the addition of milk or a milk product, of diastase or proteolytic ferments, and such limited amounts of unobjectionable salts to serve the purpose only as yeast nutrients. The flour, of course, must be wheat flour but up to three per cent of other edible farinaceous substance may be used.

WHOLE WHEAT BREAD, ENTIRE WHEAT BREAD, or GRAHAM BREAD: are all defined as a single product made as loaves or smaller units by baking the ingredients, defined under white bread, after proper preparation, with the exception that the flour ingredient must be whole wheat flour, and no substitution of other edible farinaceous substances may be made.

MILK BREAD is bread baked of the same ingredients as those outlined under white bread, except that whole milk or its equivalent of milk products must be used instead of water.

RAISIN BREAD is bread made of the same ingredients as white bread with the addition of raisins. The finished product must contain not less than three ounces of raisins per pound of bread.

RYE BREAD is bread made from the same ingredients as white bread except that the flour ingredient must consist of at least one-third rye flour.

BOSTON BROWN BREAD is bread, commonly in the form of cylindrical loaves, obtained by steaming or baking a leavened mixture of rye flour or meal, corn meal, and wheat flour, with molasses, salt, milk, or a milk product, with or without water and with or without raisins. Leavening is commonly effected through the use of baking powder or of sodium bicarbonate and sour milk.

White bread, whole wheat, entire wheat, graham bread, milk bread and rye bread may not contain, one hour or more after baking, in excess of 38 per cent of moisture. No moisture standard is set for raisin bread and Boston brown bread.

A large percentage of the commercial bread sold is wrapped and the most important statement for the label readers on these wrappers is the statement of net weight. Read net-weight statements on bread labels instead of asking for a small loaf or a large loaf--and let me tell you why. The Government recently made a survey of bread labels and bread prices. We investigated the large and small loaves of 12 manufacturers. Of the large loaves, 10 were labeled with a statement of weight and two were not. Of the 10 that were labeled, seven declared 20 ounces, one declared 19 ounces, and two declared 18 ounces. Of the 12 small loaves, 10 bore net-weight declaration and two did not. Of the 10 that were labeled, six declared 14 ounces and four declared 13 ounces. Now the point is that a loaf of equal quality bread weighing 20 ounces is worth 10% more than one weighing 18 ounces. A loaf weighing 14 ounces is worth 7-1/2% more than one weighing 13 ounces. These are facts that label readers should know. Let us now see what the prevailing prices for these loaves were. The loaves labeled as containing 20 ounces ranged in price from seven to 12 cents per loaf. The loaves weighing 18 ounces sold respectively for eight and 10 cents. The loaves weighing 14 ounces sold from 10 cents per loaf, and those labeled as containing 13 ounces sold from five cents to eight cents. We have a 20 ounce loaf selling for seven cents and a 13 ounce loaf selling for eight cents. From a price and weight standpoint alone, the 20 ounce loaf at seven cents is the best buy, and let me say that it was a good quality bread--in my opinion, equally as good as the 14 ounce loaf that sold for 12 cents. Don't you see, my friends, that you can economize by learning to read labels intelligently?

Many statements which are just trade puffs are found on bread labels. Expressions such as "Good always," "100% pure," "High grade," "Quality guaranteed," and the like, do not mean very much as differentiating one bread from another, so do not pay any attention to these.